SAN JUAN COUNTY TOURISM PROFILE

County Indicator	2008	2009	2010	% Change 2009-2010	State Ranking
DEMOGRAPHIC					
Population	14,436	14,514	14,836	2.2%	17
Total Non-Ag Employment	4,235	4,118	4,184	1.6%	18
Non-Ag Avg Monthly Wage	$2,409	$2,515	$2,635	4.8%	14
Per Capita Income	$19,364	$20,404	n/a	n/a	n/a
Unemployment Rate*	6.6%	11.5%	12.3%	7.0%	1
SPENDING & EMPLOYMENT					
Spending by Travelers**	$34,782,960	$29,024,645	$30,605,810	5.4%	18
Travel & Tourism Related Employment	687	559	576	3.0%	18
TOURISM TAX REVENUES					
Local Tax Revenues from Traveler Spending**	$1,846,947	$1,521,047	$1,600,705	5.2%	18
Transient Room Tax	$520,281	$452,597	$464,733	2.7%	13
Retail Sales					
Gross Taxable Retail Sales	$185,435,758	$155,625,655	$178,266,070	14.5%	19
REGIONAL VISITATION COUNTS					
Glen Canyon N.R.A.	1,897,021	2,038,931	2,120,559	4.0%	
Canyonlands N.P.	436,713	436,819	435,907	-0.2%	
Rainbow Bridge N.M.	95,567	112,447	104,501	-7.1%	
Dead Horse Point S.P.	184,560	179,157	169,595	-5.3%	
Natural Bridges N.M.	91,833	92,022	95,752	4.1%	
Hovenweep N.M.	25,408	27,855	27,384	-1.7%	
Goosenecks S.P.	58,096	66,722	65,545	-1.8%	
Edge of the Cedars S.P.	13,516	11,981	12,416	3.6%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2010 calculations

r = revised

Land Ownership - 2010	No. of Acres	% Total
Total Acres in County	**5,005,848**	**100.0%**
Federal Government	**3,054,069**	**61.0%**
BLM	2,075,262	41.5%
US Forest Service	449,910	9.0%
National Park Service	528,897	10.6%
National Wildlife Service	--	--
Other •	--	--
State Government	**261,791**	**5.2%**
Utah State Parks & Recreation	1,109	0.0%
Utah State Wildlife Reserves	--	--
State Trust Lands	260,682	5.2%
Other ••	--	--
American Indian	**1,279,606**	**25.6%**
Private*	**412,893**	**8.2%**

• Includes Military and Bankhead Jones land   ***** May include some local government land

•• Includes State Sovereign and UDOT land

Land Ownership - 2010

Federal 61%
Am. Indian 26%
Private 8%
State 5%
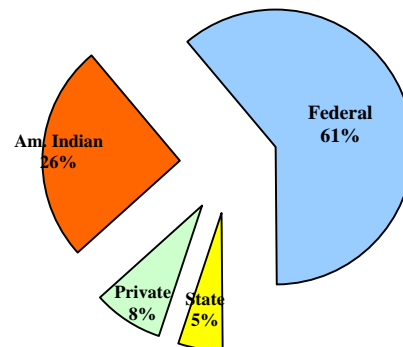
San Juan County Tourism Profile

Spending by Travelers (current dollars)

Year	Amount
2007	$31,245,912
2008	$34,782,960
2009	$29,024,645
2010	$30,605,810

Travel & Tourism Related Employment
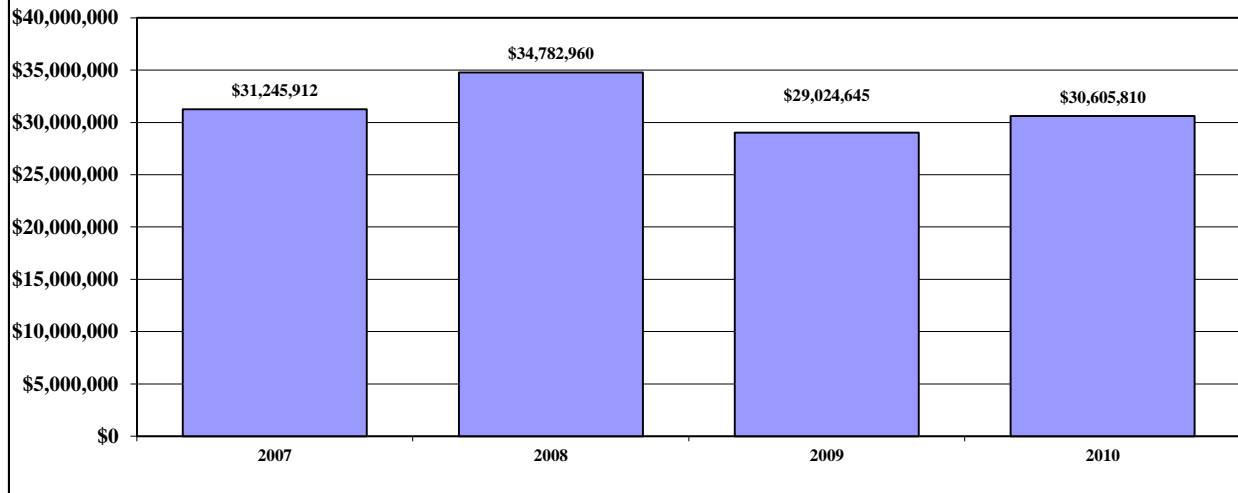
Year	Employment
2007	641
2008	688
2009	560
2010	576
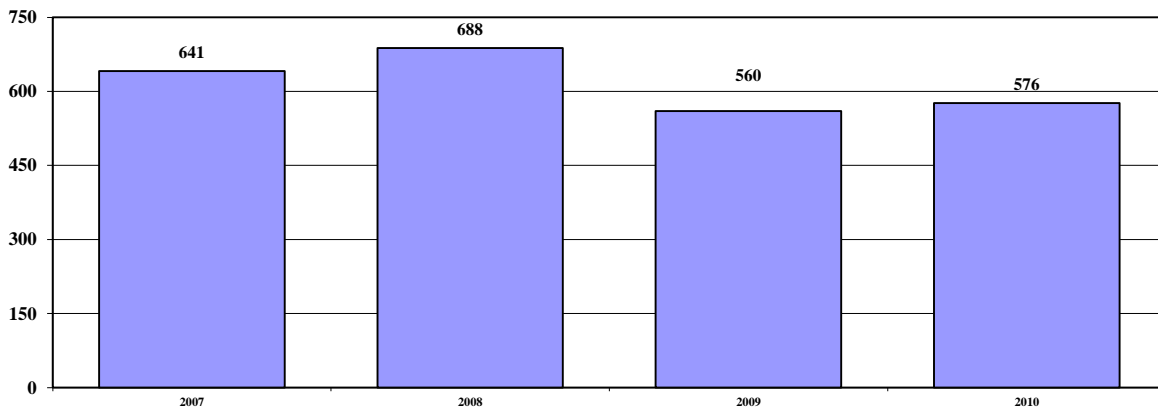
Transient Room Tax Collections (current dollars)

Year	Amount
2007	$413,876
2008	$520,281
2009	$452,597
2010	$464,733